



10 Tips for better event networking

SET A CLEAR GOAL

Decide why you are attending – to find clients, recruits or to learn something new.

DO YOUR RESEARCH

Check out the speakers, sponsors and other attendees. Look at the agenda and plan your visit

PLAN YOUR INTRO

Prep a punchy intro that explains what you do, the impact you have and who you do it for.

CONNECT IN ADVANCE

Don't be afraid to connect with people ahead of time to introduce yourself and arrange to meet.

GRAB THE MIC

If there's a Q&A opportunity, make sure you ask a good question. You'll grab people's attention and they might come to you!

FOCUS ON GIVING, NOT TAKING

Try to offer value, suggestions and recommendations, rather than selling your services

LISTEN, LISTEN, LISTEN

Ask open-ended questions and really take in what's being said. Take notes if you want to. You might learn something new!

CONNECT ON THE SPOT

Don't wait to be back at your desk to try to remember names. Get your LinkedIn app out and connect there and then!

SHARE

Write a summary or main lessons from the event and share them with your wider network.

FOLLOW UP

Send a thank you note, referencing the conversation. If appropriate arrange another catch up.



For the reluctant networker....

DON'T

- ✗ Think of it as networking – you're just meeting new people
- ✗ Focus on you or the 'sell' or the business, it will only put pressure on you
- ✗ Dismiss 'unimportant' or 'junior' people. Everyone has something valuable to offer
- ✗ End a conversation abruptly

DO

- ✓ Prep some questions or conversation starters if you are likely to be stuck for words
- ✓ Look for common interests, connections etc.
- ✓ Embrace imperfection! Remember, it's a conversation not a pitch
- ✓ Be yourself!

BONUS TIPS

- ★ Hover near the food or tea and coffee. People always have something to say about them, which can spark a conversation
- ★ Wear a pop of colour to grab attention
- ★ Approach the people standing by themselves, who might be hoping to spark a conversation